



# NEWS

**Federal Communications Commission**  
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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.  
See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).

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**STATEMENT OF COMMISSIONER MIGNON CLYBURN  
REGARDING THE AGREEMENT BETWEEN ARBITRON  
AND THE PPM COALITION**

“For many months now, I have expressed my displeasure about the way in which Arbitron was employing its Portable People Meter (PPM) technology. Both the Media Rating Council (MRC) and the PPM Coalition registered serious and detailed concerns about, among other things, Arbitron’s commitment to obtaining a truly representative sample. The evidence presented suggests that the PPM was having a disproportionately negative impact on urban radio stations that primarily serve minority communities. If Arbitron failed to take action to upgrade its methodology, it was likely that the faint diversity that currently exists on radio would be further undermined.

“Fortunately, due in large part to the leadership of Representative Edolphus “Ed” Towns, Chairman of the House Committee on Oversight and Government Reform, Arbitron recently engaged in constructive discussions with the MRC and the PPM Coalition to address these important concerns. Over the last few months in particular, the parties worked together to develop a framework that would ensure more accurate counting of minority listeners in order to truly bring the apparent technical advantages of the PPM system to fruition.

“While I do have some general structural concerns about the voluntary nature of the MRC’s process, I am nonetheless heartened that the parties have negotiated a solution without formal governmental action. I will continue to stay engaged with the parties as they implement their agreement to ensure that *all* radio stations and listeners receive the promised benefits of the PPM system.”

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